

CHAPTER TWO
LAND USE ELEMENT

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2.0 LAND USE ELEMENT

The Goals of the Land Use Element are to:

Promote the best use of land through protection of desirable existing uses, orderly development and consideration of the City's future needs while recognizing property owner rights. Emphasize the improvement of the social, economic and physical quality of Santa Clara. Continue to encourage the development of a sound and diverse economic base to support necessary public services. Encourage a stable employment demand corresponding to the City's labor characteristics. Work towards a sustainable combination of population and production. Cooperate with surrounding jurisdictions in seeking solutions to regional problems.

2.1 INTRODUCTION

Santa Clara's land use pattern is well established. Change, however, is an essential part of the life of the City, due to its prime geographic location. Development and redevelopment of underutilized properties, other than those general planned and developed for single family residential, is expected to continue through the year 2010.

The Land Use Element contains policies and programs to guide the anticipated changes in the community, accompanied by a map indicating the planned location, amount and intensity of residential, commercial, industrial, mixed use, public and open space lands. A reduced Land Use and Circulation Diagram is provided in the inside back cover of this General Plan. The map is representational and is provided solely for the convenience of the reader. The official Land Use and Circulation Diagram is drawn at 1"=600' and is available for review at the Permit Center in the West Wing of City Hall, 1500 Warburton Avenue.

Since statutory requirements that are addressed in the this element overlap and intertwine with other elements such as Housing, Transportation, Environmental Quality, Public Facilities and Services, the reader/user is advised to look at the General Plan as an integrated whole. Unless otherwise noted, references to current data reflect data for the year 2000.

2.2 EXISTING LAND USE

Santa Clara is separated into three east-west belts by the Bayshore Freeway and the Union Pacific/CalTrain rail line. Northerly of the Bayshore Freeway (State Highway 101) is a developing mixture of industrial, office, visitor-oriented commercial and existing and developing residential land uses. Between the freeway and railroad is an area of almost entirely industrial uses, many of which are in the electronics sector. Southerly of the railroad are the older and more stable areas of the City, including primarily single family homes along with a significant number of clustered higher density residential units. The two major commercial strips, El Camino Real and Stevens Creek Blvd., traverse the City in this area, and smaller neighborhood centers are distributed throughout most of the residential neighborhoods. In this portion of the City is the historic "Old Quad,"

including the City's Mission Branch Library, Senior Center, Civic Center and Santa Clara University.

Approximately twelve percent of the City is owned and occupied by various public or quasi-public agencies. More than half of the public land is City-owned, including parks and recreational facilities, fire stations, the Great America Theme Park, the Convention Center, the Civic Center and the City Cemetery. The State of California owns a seventeen acre site on Winchester Boulevard near Stevens Creek Boulevard.

2.3 DEVELOPMENT POTENTIAL

The City of Santa Clara contains an area of approximately 12,350 total acres or 19.3 square miles.

Although the City is essentially built out, significant potential remains for development, redevelopment and expansion. For example, some industrial plants in the City have reserved land for future expansion at their current sites. Parking structures are becoming more common as buildings replace surface parking. Office towers encouraged by General Plan policy to be concentrated near mass transit nodes.

Although employment densities south of the Bayshore Freeway (101) have been increasing over time (currently in the range of 30 to 40 employees per acre), the highest increase in densities is being experienced north of the Bayshore where densities range up to 140 employees per acre.

This potential increase in the density of development in the City, especially in the jobs-producing sectors, is reflected in the number of anticipated new jobs to be created in the community by the year 2010: 15,910 more jobs than the ABAG estimated 2000 employment level of 135,370. This is an average increase of approximately 1,600 new jobs each year based on ABAG estimates.

FIGURE 2-A:

PLANNED LAND USE ACREAGE

MIXED USE*	MIXED USE	362	2.9 %
	TRANSIT ORIENTED MIXED USE	109	0.9 %
	GATEWAY THOROUGHFARE	33	0.3 %
		<hr/>	
		504	4.1 %
RESIDENTIAL	SINGLE FAMILY DETACHED	3,488	28.0 %
	SINGLE FAMILY ATTACHED	193	1.4 %
	MODERATE DENSITY	855	6.9 %
	MEDIUM DENSITY	151	1.2 %
	HIGH DENSITY	1	0.0 %
		<hr/>	
		4,688	38.0 %
COMMERCIAL	CONVENIENCE	43	.3 %
	THOROUGHFARE	116	.9 %
	COMMUNITY AND REGIONAL	61	.5 %
	OFFICE	45	.4 %
	TOURIST	414	3.4 %
		<hr/>	
		679	5.5 %
INDUSTRIAL	OFFICE / R & D	589	4.8 %
	INDUSTRIAL TRANSITION	18	.1 %
	LIGHT	1,708	13.8 %
	HEAVY	583	4.7 %
		<hr/>	
		2,898	23.4 %
PUBLIC FACILITIES	INSTITUTIONAL	224	1.8 %
	EDUCATIONAL	533	4.3 %
	PARKS & RECREATIONAL	411	3.3 %
	OPEN SPACE	240	1.9 %
	**RIGHT-OF-WAYS	2,173	17.6 %
		<hr/>	
		3,581	29.0 %
TOTAL ACRES		<hr/>	
		12,350	100.0 %

*Four and six tenths (4.6) acres of Mixed Use, Gateway Thoroughfare and Transit Oriented acreage are devoted to convenience commercial.

**Streets, Expressways, Highways and Railroads, etc

Source: City of Santa Clara Planning Division

FIGURE 2-B:**2000 ACTUAL LAND USE ACREAGE**

MIXED USE	MIXED USE	12	0.1 %
	TRANSIT ORIENTED MIXED USE	0	0.0 %
	GATEWAY THOROUGHFARE	12	0.1 %
		<hr/>	
		24	0.2 %
RESIDENTIAL	SINGLE FAMILY DETACHED	3,479	28.2 %
	SINGLE FAMILY ATTACHED	188	1.5 %
	MODERATE DENSITY	843	6.8 %
	MEDIUM DENSITY	110	0.9 %
	HIGH DENSITY	0	0.0 %
		<hr/>	
		4,620	37.4 %
COMMERCIAL	CONVENIENCE	30	0.2 %
	THOROUGHFARE	223	1.8 %
	COMMUNITY AND REGIONAL	148	1.2 %
	OFFICE	100	0.8 %
	TOURIST	259	2.2 %
		<hr/>	
		760	6.2 %
INDUSTRIAL	OFFICE / R & D	1,234	10.0 %
	INDUSTRIAL TRANSITION	18	0.1 %
	LIGHT	740	6.0 %
	HEAVY	678	5.5 %
		<hr/>	
		2,670	26.6 %
PUBLIC FACILITIES	INSTITUTIONAL	247	2.0 %
	EDUCATIONAL	543	4.4 %
	PARKS & RECREATIONAL	576	4.7 %
	OPEN SPACE	239	1.9 %
	*RIGHT-OF-WAYS	2,173	17.6 %
		<hr/>	
		3,778	30.6 %
VACANT			
	<u>VACANT</u>	<u>498**</u>	<u>4.0 %</u>
		498	4.0 %
TOTAL ACRES		12,350	100.0 %

*Streets, Expressways, Highways and Railroads, etc

**Most of the vacant land has been approved for specific development

Source: City of Santa Clara Planning Division

FIGURE 2-C:

EMPLOYMENT FORECAST BY SECTOR IN SANTA CLARA

TOTAL EMPLOYMENT	CHANGE 2000-2010		
	2000	2005	2010
Agriculture	290	300	300
Manufacturing and Wholesale Jobs	64,630	66,600	67,320
Retail Jobs	15,040	15,840	16,390
Service Jobs	41,630	47,040	50,810
Other Jobs	13,780	15,800	16,460
Total Jobs	135,370	145,580	151,280
	Number		Percent
	10		3.44
	2,690		4.16
	1,350		8.97
	9,180		22.00
	2,680		19.44
	15,910		11.75

FIGURE 2-D:

HISTORIC POPULATION

YEAR	POPULATION
1930	7,000
1945	8,000
1960	60,000
1975	84,000
1990	90,000
2000	102,361

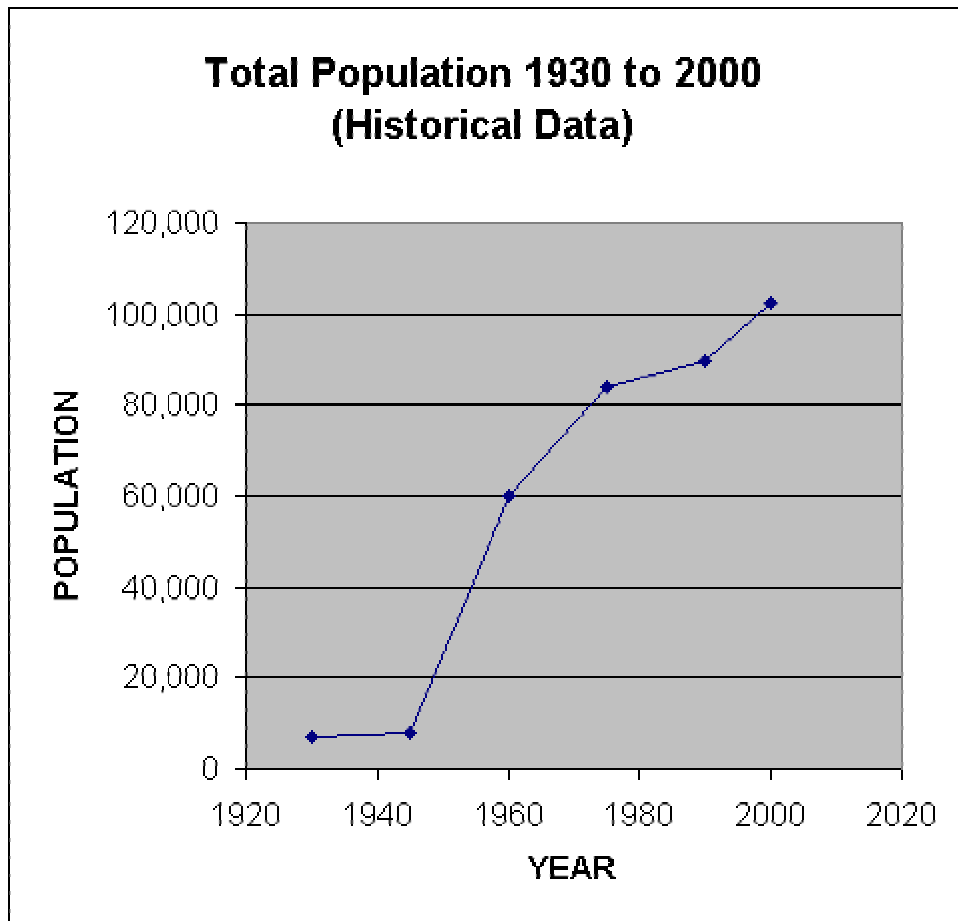
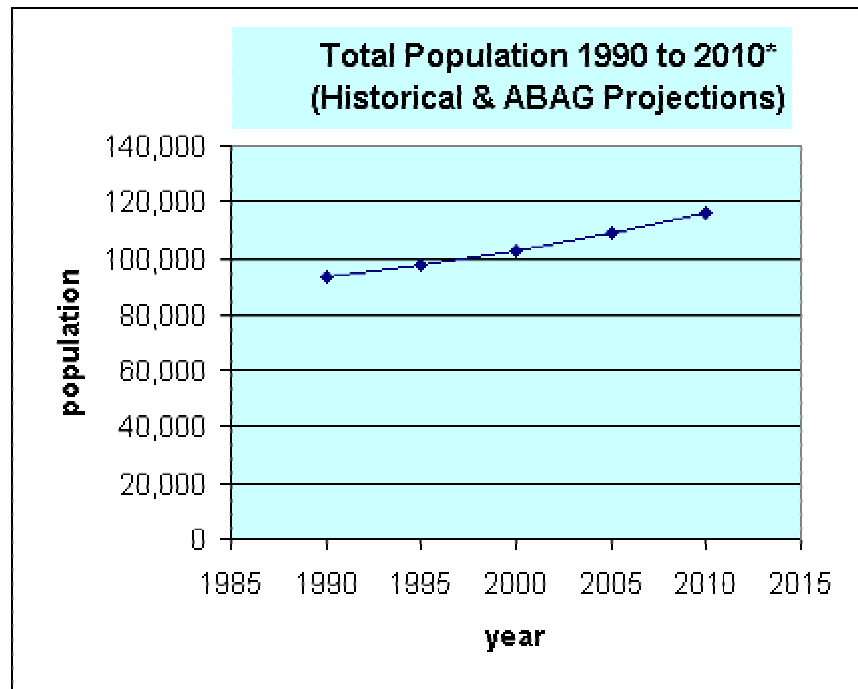


FIGURE 2-E:**HISTORIC AND PROJECTED POPULATION**

Year	Population
1990	93,672
1995	97,500
2000	102,361
2005	108,600
2010	115,700

HISTORIC AND PROJECTED POPULATION

Source: ABAG Projections 2002, Census 2000

*The ABAG Projections 2000 do not assume the level of housing construction necessary to achieve Santa Clara's Regional Housing needs Determination. If that number is built by 2006 and additional housing is added by 2010, the City's population could approach 135,000.

The projected 12 percent increase in jobs between 2000 and the year 2010, in almost all sectors of employment, will create an increasing need for more housing units for all income levels of the population. As most areas of the City planned for residential development are already developed (or have development plans approved), the siting of any new housing units will have to be done carefully to ensure compatibility with existing development. The Housing Element and the Land Use and Circulation Diagram identify potential sites for mixed-use development including higher density housing development, which will be a primary source of new housing sites within the City.

Approximately 45% of the 38,151 housing units in year 1990 were single family detached and occupied 28.3% of the City's total land area. The multi-family designated housing units occupy 8.1 percent of the City's total land area. Mixed use designated sites currently accommodate a small number of residential units.

The average household size is estimated at 2.73 persons in 2000 and is anticipated to increase to 2.90 persons by 2010, according to the Association of Bay Area Governments.

Through the creation of new housing opportunities, City of Santa Clara is anticipated to experience an increase in population of approximately 18% by the year 2010, from the 2000 population of 102,361 to an ABAG-projected 124,900.

The ABAG Projections 2000 do not assume the level of housing construction necessary to achieve Santa Clara's Regional Housing Needs Determination. If those numbers are built by 2006 and additional housing is added by 2010, the City's population could approach 135,000. This would be a 30% increase over the current population.

2.4 DEFINITIONS OF LAND USE CATEGORIES

Listed below are descriptions of the land use categories that appear on the Land Use and Circulation Diagram, along with their definitions. By law, standards of population density and building intensity are included in the General Plan so that the need for transportation and other public facilities can be determined. For residential uses, the densities shown are maximums. There is no guarantee that any individual project will be able to achieve maximum densities. For the commercial and industrial categories, the specific uses mentioned are illustrative only. In addition, some potential exists for conflict between maximum densities measured in dwelling units per net acre and maximum densities in persons per acre. Where such conflicts occurs, the density measured in dwelling units per acre shall govern. For the mixed use categories, the mix of uses appropriate for each such designated site will be determined through specific Planned Development zoning for the site. In existing commercially zoned districts identified for mixed use development, a mixed use overlay zone being considered by the City could accelerate the rate of development of housing on existing commercial-only sites.

2.4.1 Mixed-Use

Properties on which various uses, such as office, commercial, institutional, and residential, are combined in a single building or on a single site in an integrated

development project with significant functional interrelationship and a coherent physical design. A "single site" may include contiguous properties.

(a) Mixed-Use

Nineteen to 25 dwelling units per gross acre (du/acre) and approximately 55 persons per gross acre (persons/acre). This designation is intended to encourage residential development in conjunction with commercial development or redevelopment. Higher densities may be appropriate for locations that are well separated from single family neighborhoods and in close proximity (up to one-half mile) of transit nodes.

For sites with approximately a one-acre or larger lot, this designation is intended to encourage high quality mixed use development which includes residential uses, accessible separately from adjacent commercial or office uses. Incentives for residential units, especially affordable housing units, are available. For sites where adjacent properties are designated single family on this Plan, total building height should not exceed three stories including parking, within fifty feet of an adjacent single family property.

For mixed use developments in the Old Quad, the mixture of uses shall be accommodated in a manner consistent with the historic character of the immediate area, and the scale of adjacent development. Any such development on a site which contains or is immediately adjacent to identified historic structures should be designed to preserve those historic structures and be compatible with the predominant historic period and style of those structures.

On-site recreational open space either at grade or above street level will typically be required for residential use.

(b) Transit-Oriented Mixed Use

Twenty-six to 45 du/acre and up to 99 persons/acre. This designation is intended to encourage higher density residential development both in close proximity to multiple transit lines and in conjunction with commercial development or redevelopment.

For sites with approximately a one-acre or larger lot, this designation is intended to encourage high quality mixed use development which includes residential uses, accessible separately from adjacent commercial or office uses. For sites where adjacent properties are designated single family on this Plan, total building height should not exceed three stories including parking, within fifty feet of an adjacent single family property.

Application of this designation would be based on transit services and surrounding land uses.

(c) Gateway Thoroughfare

Nineteen to 25 du/acre and 55 persons/acre. Primarily a commercial designation or "District", this designation is designed to be neighborhood and pedestrian friendly, to protect existing suitable housing stock and to provide additional

housing opportunities in conjunction with high quality commercial uses. This District is designed to provide a unique sense of a place as a gateway to the City of Santa Clara and to the historic Old Quad area. Specific design guidelines have been adopted for this District.

The District is primarily limited to properties with frontage on the El Camino Real east of Scott Boulevard and north of the City Limit line on The Alameda. Any development on a site which contains or is immediately adjacent to identified historic structures should be designed to preserve those historic structures and be compatible with the predominant historic period and style of those structures.

Developments on parcels east of The Alameda and north of Benton Street which substantially exceed the one acre minimum lot size shall be allowed to exceed height and density standards enforced in other parts of the District, due to proximity to the Caltrain Station.

2.4.2 Residential

Land designated in the General Plan and zoning ordinance for buildings consisting only of dwelling units. May be improved, vacant, or unimproved.

(a) Single Family Detached

Up to 8 du/acre and 30 persons/acre. This designation includes Santa Clara's existing tract developments of one and two story single-family homes. The maximum density permitted is actually higher than the nature of actual development that has occurred throughout most of the City's single family neighborhoods. Since 1969, consistent standards have been maintained within the Zoning Ordinance to guide single family detached development. Expansions or infill developments are reviewed on a project-by-project basis to ensure consistency with the neighborhood, as well as minimum Ordinance requirements with regard to such items as off-street parking and front yard landscaping.

Accessory units are allowed in certain instances, subject to Use Permit review and compliance with design performance standards.

(b) Single Family Attached

Nine to 18 du/acre and 45 persons/acre. This designation is for single family homes in a high quality multi-unit configuration. Detached homes are encouraged, although it is recognized that attaching units helps provide more usable private open space in addition to the required common open space. Building heights should not exceed two stories, including below-building parking areas, and total building coverage should not exceed 35 percent, with a minimum of 40 percent of the lot area landscaped.

Within the following three categories, development at the minimum density or greater is encouraged.

(c) Moderate Density

Nineteen to 25 du/acre and 55 persons/acre. This designation is for two story garden apartment style multi-unit housing, with each unit having its own private

usable open space either at grade or above street level. Living areas should not exceed two stories in height, but may be located above depressed parking areas. Total building coverage should not exceed 35 percent, with a minimum of 40 percent of the lot area landscaped. The landscaping requirement includes common open space with on-site recreational facilities where appropriate.

(d) Medium Density

Twenty-six to 36 du/acre and 80 persons/acre. For sites with a one-acre or larger lot, this designation permits a maximum density of 36 units per acre. Two and three stories over parking will be typical. Maximum building coverage is 45 percent, with a minimum of 40 percent of the lot landscaped. The landscaping requirement includes common open space, in addition to on-site recreational facilities where appropriate.

(e) High Density

Thirty-seven to no maximum density. This designation is intended for high rise residential development on sites well separated from single family neighborhoods.

2.4.3 Commercial

A land use classification that permits facilities for buying and selling of commodities and services.

(a) Convenience

A limited commercial area, designed to serve the immediate residential neighborhood or employment area. Within residential neighborhoods, such areas include a grocery store and other uses not creating a nuisance due to noise, traffic or late-night operation. Convenience commercial activities can also be found within larger shopping districts or mixed use developments. Wherever possible, but especially in employment areas, convenience commercial uses should be located in multi-tenant shopping centers with a minimum of 5,000 square feet of retail commercial space on-site so as to provide a central destination for auto and pedestrian trips. Open parking areas are accompanied by significant landscaping separating the parking from public street and sidewalk areas and adjacent uses. Building height is limited to 35 feet with no maximum building coverage requirement; subject to required parking, landscaping, and setbacks.

(b) Convenience (S)

(S) denotes convenience commercial service station locations. Service stations can provide a full range of services, including attendant assistance with gasoline service, and minor auto repairs within an enclosed building in convenient locations throughout the City. For sites designated with an (S), existing gasoline service shall remain, but may be supplemented with other retail uses on-site such as a grocery store. For (S) designated sites which do not have a functioning service station, new uses are required to be accompanied by a service station, unless an alternative service station site is provided within a distance of one mile. Service stations and accompanying uses on-site are designed so as to ensure customer convenience and safety, while minimizing

adverse impacts on surrounding uses such as residential dwellings. Outdoor service areas are accompanied by significant landscaping. Building height is limited to 35 feet with no maximum building coverage requirement; subject to required parking, landscaping, and setbacks.

(c) Thoroughfare Commercial

A commercial strip of auto-oriented uses, including intervening convenience commercial uses at street level in designated mixed use developments. This designation is primarily intended to provide high visibility and accessibility for retail uses, including automobile and recreational vehicle sales and at the same time minimize adverse impacts on nearby residential uses. Hotels, motels and restaurants are encouraged within this commercial designation, where such uses can be accommodated without creating adverse parking impacts on nearby retail uses. Lot combinations are encouraged in order to accomplish maximum exposure on the public street for retail storefronts at a consistent setback. Setback areas and parking lots are to be substantially landscaped. Building height is limited to 35 feet with no maximum building coverage requirement; subject to required parking, landscaping, and setbacks.

(d) Community and Regional Shopping

This designation includes master planned larger shopping centers offering a variety and depth of goods and services not available in convenience or thoroughfare commercial shopping areas. Parking should be designed to encourage easy pedestrian movement between stores with minimum automobile interference. Auto oriented uses such as drive-through restaurants or auto repair uses are generally not allowed. Substantial landscape setbacks from public streets and canopy tree cover in parking areas are to be provided. Building height is limited to 50 feet with no maximum building coverage requirement; subject to required parking, landscaping, and setbacks.

(e) Tourist

Centered on the Great America Amusement Park and the City's Convention Center, these areas are generally located north of the Bayshore Freeway (State Highway 101) near the Tasman Light Rail Line. Quality hotel, recreation and other tourist-oriented uses such as theatres, museums and specialty retail are encouraged within this designation. Through the zoning and architectural review processes, all building designs, parking areas, proposals for accessory structures, and proposals for mixed uses will be reviewed.

Ground floor retail along the Light Rail line and at Transit Stations is encouraged. Outdoor seating at restaurants and other public oriented uses such as areas for street performers will be reviewed to ensure a pedestrian orientation and visibility from public rights-of-way. Uses oriented to surrounding employment areas such as carry-out restaurants will be carefully monitored to ensure that they are a minor part of and not a distraction from tourist oriented uses. Drive-through or other similar uses are generally not encouraged.

Typically, landscaping and public seating is to be incorporated into public plaza areas in each development. Landscaping along public right-of-way areas should

be in scale with the size and bulk of the building(s) and be designed to minimize possible wind impacts from taller structures. Tall structures should be located or designed so as to not cast shadows over the public right-of-way for most of the day. Building height is limited to 150 feet. Building coverage shall not exceed 25 percent of the area of the lot.

(f) Office

It is the intent of this General Plan to accommodate general businesses, medical and professional offices outside of industrial areas. This designation is intended to accomplish that purpose. Office buildings should be in scale with the height and bulk of adjacent development, and should have substantial landscaped setbacks along public streets and parking lot areas. Visible parking structures will not generally be allowed and outdoor employee recreation areas should be screened from public view and designed so as to not impact adjacent residential units. Building height is limited to 35 feet. Building coverage shall not exceed 35 percent of the area of the lot.

2.4.4 Industrial

A land use classification that permits the manufacture, production, and processing of consumer goods. Industrial is often divided into "office" uses, such as the combination of a variety of businesses, from office to research and development to light industry to warehousing, located in structures built with open floor plans, so as to leave most interior improvements to the tenants to design to their needs; "light industrial" uses, such as research and development and less intensive warehousing and manufacturing, and "heavy industrial" uses, such as construction yards, quarrying and factories.

Throughout the industrial areas, grouping of employee oriented retail and service uses, such as restaurants and copy centers, is encouraged.

(a) Office/ Research and Development

This designation, north of the Bayshore Freeway, is intended to accommodate the highest employment densities in the City, due to close proximity to the Tasman Light Rail Line and Capitol Corridor/ACE train station. A full range of office uses is encouraged, with the primary intent of providing support services to the Silicon Valley. Prototype research and development uses are allowed along with limited manufacturing uses. Limited manufacturing uses are typically 50 percent or less of the building area, and involve limited storage, handling and use of hazardous chemicals as allowed by the City's Hazardous Materials Division of the Fire Department.

Employee recreation areas, as well as public courtyards and plazas are encouraged. Child care facilities can be conditionally approved where adequate separation from manufacturing uses is provided and secured outdoor recreational facilities can be provided. Parking areas should be designed so as to not be obtrusive, but still be easily accessible from the public street.

Buildings should be designed or located so as to avoid creating shadow, wind, or other identified adverse impacts on public rights-of-way or public plaza areas. Landscaping in scale with the size of the buildings will be required. Building

height is limited to 70 feet unless special designs or mixed uses are proposed and a rezoning to Planned Development is obtained. Building coverage shall not exceed 50 percent of the lot unless the property is rezoned to Planned Development.

(b) Industrial Transition

This designation is intended to ensure that manufacturing or research and development uses do not adversely impact adjacent residential uses. It is not anticipated that outdoor storage of chemicals will be permitted, for example. Parking, delivery and trash enclosure areas should be separated and screened from nearby residential or retail uses. Substantial landscaping should surround industrial buildings and parking areas with this designation. Building height is limited to 35 feet. Building coverage shall not exceed 50 percent of the area of the lot.

(c) Light Industrial

This designation is applied to the great majority of the City's industrial acreage. These low density light industrial areas typically are used for electronics manufacturing, research and development, and administrative facilities. The intent of this designation is to produce a campus-like environment of one- to two-story buildings on large lots. Accessory buildings and storage uses can be approved where screened from view. Office use, in support of on-site or nearby manufacturing activities, will be permitted where adequate employee parking and recreation space is provided. Parking structures can be approved. Retail uses can be conditionally approved. Substantial landscape setbacks along street frontages and canopy type tree coverage in parking areas will be sought to maintain a quality environment. Building height is limited to an average of two stories, although maximum allowed building height is 70 feet. Building coverage shall not exceed 50 percent of the area of the lot.

(d) Heavy Industrial

This designation is intended to protect a minimum amount of land in the City for those uses that only are appropriate in a heavy industrial zoning district. Such uses might include auto wrecking, concrete batching plants, large warehouses, and hazardous chemical treatment or transfer points if potential adverse impacts are mitigated as part of conditional approval. Auto repair is an encouraged use within this designation, provided such uses are grouped, the auto repair is separated from the more hazardous activities allowed in industrial areas, and adequate parking is provided. Outdoor activities, such as storage yards, will be permitted when screened from view of the public right-of-way and where adverse impacts such as noise will not impact residential neighborhoods. Habitable buildings with more than one floor and uses which generate potentially high employee densities, such as offices, are discouraged. Data storage telecommunication facilities have been allowed to exceed this height limit. Frontage landscaping and off-street customer parking are required. Building height is limited to 70 feet with no maximum building coverage requirement; subject to required parking, landscaping, and setbacks.

2.4.5 Public Facilities

Institutional, academic, governmental and community service uses that are publicly or privately owned and operated.

(a) Institutional

This designation includes activities such as (1) hospitals, and museums; and (2) other activities of a welfare or philanthropic nature that can not be considered a residential, commercial, or industrial activity. Churches and other religious sites that are not significant enough to be identified on the Land Use and Circulation Diagram are embedded in the residential land uses. The major institutional facility in Santa Clara is the City's Civic Center, including City Hall, the Triton Museum and the Headen-Inman and Jamison Brown houses. Other designated sites are the Our Lady of Peace Statue site and church, the City's Corporation Yard, the Carmelite Monastery, the Central Library, the Catholic Cemetery, the Santa Clara Cemetery, and Kaiser Hospital. Within this General Plan timeframe, Kaiser will have built a replacement Medical Center at Pruneridge and Lawrence Expressway.

(b) Educational

This designation includes public and private schools, teaching subjects required by the education code of the State of California, and colleges. The Santa Clara Unified School District is the major public land owner of educational facilities, with over 400 acres of school sites which also serve as public recreational resources. Other educational facility property owners are the West Valley College District (Mission Campus), the Cupertino Unified School District and Santa Clara University, which occupies approximately 86 acres. Surplus school facilities and properties are often leased to public or private organizations to provide an additional source of funding for a variety of programs to ensure local children the best educational opportunities. Building height and coverage shall not exceed that allowed in the most restrictive adjacent land use.

(c) Fire, Police and Electric Stations and Substations

This designation is intended to include facilities owned and operated by the City that provide safety, emergency, and utility services. On the Land Use and Circulation diagram, each of the City's fire stations is designated with a star. Electric substations are located throughout the City and not in any particular land use category. The network of substations and distribution lines supply local power needs. The City's police station is located at El Camino Real and Benton Street. The fire stations are located to provide a rapid response to emergencies anywhere in Santa Clara. Building height and coverage shall not exceed that allowed in the most restrictive adjacent land use.

(d) Parks and Recreation

This designation applies to open space lands whose primary purpose is recreation. City parks and recreational facilities are shown on the Land Use and Circulation diagram, as well as on a separate diagram in the Public Facilities and Services Element of this Plan. Building height and coverage shall not exceed that allowed in the most restrictive adjacent land use.

(e) Open Space

Open space is any parcel or area of land or water that is essentially unimproved and devoted to open space use. This designation identifies areas that are inappropriate for construction of buildings and differentiates them from parks and recreation designated sites on which structures for recreational purposes may be approved. The City's Ulistac Natural Preserve is a forty acre site for native plants and animals. It includes some wetlands and archeological resources. This designation includes the banks and creek channels of the Guadalupe River, the San Tomas Aquino Creek and Saratoga Creek, as well as the Hetch-Hetchy right-of-way east of Lafayette. Open Space also includes the City's West Retention Basin along Great America Parkway near Old Mountain View - Alviso Road and the City's Retention Basin easterly of the intersection of Yerba Buena Street and Lafayette Street. Lands within this designation which are not identified wetlands or water channels could be improved with recreational trails and other open space amenities. Building height and coverage shall not exceed that allowed in the most restrictive adjacent land use.

(f) Historically Significant Resource (H)

Historically Significant Resource refers to prehistoric and historic features, structures, sites or properties that represent important aspects of the City's heritage. Any change to a Historically Significant Resource, or its use, that is determined by the Planning Director to be significant, may require one or more of the following: a General Plan Amendment; a discretionary land use approval; and/or review by the Historical and Landmarks Commission.

Properties identified on the Land Use map as Historically Significant Resources (H) are:

1. Berryessa Adobe at 373 Jefferson Street
2. Harris Lass Property at 1889 Market Street
3. Headen-Inman House at 1505 Warburton Avenue
4. Jamison-Brown House at 1505 Warburton Avenue
5. Women's Club Adobe at 3260 The Alameda
6. Santa Clara Railroad Depot at 500 Railroad Avenue.

2.4.6 Transportation

The conveyance of persons or goods from one place to another.

(a) Transit/ Station/ Airport

This designation includes transportation facilities located at San Jose International Airport, the CalTrain rail line between the Santa Clara/ Airport Station near Benton and El Camino and the CalTrain station at Lawrence Expressway near Monroe. Three existing Light Rail stations along the Tasman Light Rail line from the Sunnyvale City Limits to the San Jose City limits are also included in this designation.

Transit Transfer Points are locations which benefit from a rail station and/or five or more bus lines' stops in close proximity. Transit Oriented Development is encouraged within 2,000 feet of Transit Transfer Points or CalTrain or Light Rail stations.

The designations for public street rights-of-way (Freeway, Expressway, Thoroughfare, Thoroughfare With Landscaped Median, and Collector) are explained in the Transportation Element of this Plan.

2.4.7 Other

These designations represent special instances where a combined designation has been adopted.

Medium Density Residential &/or Parks and Recreation and/or Institutional

This designation includes residential uses, possibly alongside parks and recreation areas and/or institutional facilities such as a community theatre. Residential density is 26 to 36 du/acre and 80 persons/acre. For sites with a one-acre or larger lot, this designation permits a maximum density of 36 units per acre. The building height limit is typically 120 feet.

2.5 LAND USE AND CIRCULATION DIAGRAM

Accompanying this text as an integral part of the General Plan is the official Land Use and Circulation Diagram. The diagram covers the 19.3-square-mile area of the City as well as adjacent incorporated and unincorporated areas that influence the planning of the City (for example, San Jose International Airport). The Land Use and Circulation Diagram, which is a requirement of State law, designates the type of land use (for example, residential, commercial, and industrial) for each property covered by the General Plan. It also shows the location of existing and proposed parks, public schools and colleges, existing and proposed roadways and the status assigned to them (for example, expressways and thoroughfares). Thus the Land Use and Circulation diagram is a graphic depiction of the goals, policies, and implementation programs in the text of the General Plan. Together, the text and Land Use and Circulation Diagram establish and illustrate the City's intentions for achieving and managing a desired pattern of land use throughout the City between 2001 and 2010. The land use goals, policies and programs are set forth in the Goals, Implementation, Policies and Programs Sections of this Plan.

2.6 REDEVELOPMENT PROJECTS

The City has two redevelopment projects that were created to eliminate blight and promote private development of economically sound projects. The University Project is a small eight block area initiated in 1961 to rebuild the City's original downtown. This project had a slow record of progress, and development of the last parcel did not occur until 1988.

The second project, the Bayshore North Redevelopment Area, covers about 1,200 acres in the northwest section of Santa Clara. Formed in 1973, its objective is to finance public improvements to the street system, utilities, flood and fire protection as well as visitor facilities. Construction of the Santa Clara Convention Center and retention of the Great America Theme Park were both major accomplishments of the Bayshore North Project.

Thirty percent of the property tax funds generated by the two Redevelopment Areas are set aside annually for affordable housing assistance.

The plans for these two redevelopment areas are incorporated by reference into the General Plan.

2.7 SPECIFIC PLANS

Specific Plans are a planning tool authorized by State law as a bridge between the General Plan and individual property development. A specific plan provides detailed direction for an area's land uses, standards of development, infrastructure and financing of public improvements.

Specific Plans can assist in the implementation of the General Plan and may be used by the City prior to approving development projects in special areas. Areas with a unifying characteristic, such as around a transit station or along a major thoroughfare, but under a variety of ownerships may require a specific plan to achieve the policies of the General Plan.

2.8 ARCHITECTURALLY AND HISTORICALLY SIGNIFICANT PROPERTIES

The Harris-Lass Historic Preserve, a nineteenth century farmhouse and related buildings, is a City Historical Landmark. It is open to the public and school children and is operated by the Historic Preservation Society of Santa Clara.

Historic preservation has become an integral part of Santa Clara. As demonstrated by the City's history, the community is rich in historic and cultural resources. Within the City, relics from the four major eras of California history have been found: Prehistoric (Native American), Spanish, Mexican, and American. As the Ohlone Indians did not construct permanent dwellings, the remains from this era are usually burials, artifacts, and trash deposits containing shells and bones, usually located in the close vicinity to water sources. Construction excavation revealed two sites along the Guadalupe River in Santa Clara.

The Spanish era in Santa Clara is considered to be from 1769-1822. The first three sites of Mission Santa Clara de Asis, the route of The Alameda, and the Women's Club Adobe (The Pena Adobe) were developed during this period.

The Mexican period lasted from 1822 to 1848 and related sites from this period include the fourth compound and fifth church of Mission Santa Clara and the Berryessa Adobe.

Most of the remaining historical structures date from the American era, beginning in 1849. For example, the Johnson house is a pre-fab brought "around the Horn" circa 1850 and the Santa Clara Railroad Depot was constructed as a way station for the San Francisco and San Jose Railroad in 1863-64.

Agnew Village has an area roughly 300 acres in size located 3 miles north of the Old Quad area. It includes an historic railroad depot constructed by the South Coast Pacific Railroad in 1878, on land deeded over by Abram Agnew. Adjacent to the station are

four parallel streets to the west and three perpendicular to the north which comprise the original village plot development on the old Abram Agnew seed ranch. The architecture consists of small wooden vernacular residences from the turn-of-the century, a few stucco bungalows from the 1920's, and more recently, small ranch style homes from the 1950's and '60's. Separately the buildings have minor historical significance, but taken as a whole, the site reflects perfectly the crossroads town of the late 19th century in Santa Clara County. In 1885, The California Hospital for the Chronic Insane at Agnews was established. In 1888, the first patients were admitted. In June of 1889, the Town of Agnews was officially recorded by Abram Agnews. The community contained at its height "several stores, no church and the California Hospital for the insane", according to E. Sawyer. Today only the station and a few residences remain surrounded by subsequent housing developments

The Old Quad is the area bounded by Newhall Street, Scott Boulevard, Southern Pacific Railroad and the City limit line. This area of the City has examples of most architectural styles of the late nineteenth and early twentieth centuries: Greek Revival, Gothic Revival, Italianate, Stick, Eastlake, Queen Anne, Colonial Revival, Spanish Colonial Revival, Mission Revival, Bungalow, and Craftsman. Individually, there are many fine examples of these styles, but the real significance of the area rests in the concept of the Old Quad as a neighborhood. The Old Quad is a strong visual reminder of the City, which was formally surveyed in a grid pattern in 1866; as such, it stands in contrast to the modern tract and commercial development of most of the Santa Clara Valley. Older buildings are now recognized for their historical and architectural significance as well as their contributions to the identity, diversity, and economic welfare of communities. Santa Clara's heritage is represented by the City's historic buildings and these visual links with the past enable residents to better understand and appreciate their City's unique history.

City programs, along with private preservation activities, have helped to revitalize the Old Quad and have created a stronger identity for Santa Clara.

As discussed in the Introduction of this Plan, the City of Santa Clara is rich in historic, architecturally significant structures and cultural resources that should be preserved. One of the goals of this Plan is the preservation of those recognized parts of Santa Clara, whether they be historic points of interest, residential, commercial or public structures, Heritage Trees, or even certain signs or public works of art commonly identified with the City or its businesses.

It is anticipated that these policies and programs will be amended or expanded as the City takes additional actions to preserve and protect uniquely valuable sites and artifacts in Santa Clara.

Economic viability is one benefit of preserving older buildings. Because of rising costs, rehabilitation can be cheaper than new construction and can be accomplished in a shorter time period. Tax incentives for rehabilitating historic properties can benefit owners of residential and commercial buildings. These older buildings often provide rental space at a lower cost than new structures, and in doing so, benefit small and starter businesses.

In response to direct citizen involvement, General Plan densities in the historic area of the City known as the "Old Quad" have been reduced to better preserve the existing character of the area. For purposes of this Plan, the Old Quad is defined as that area southerly of Lewis Street, easterly of Scott Boulevard, Northerly of Newhall Street and westerly of the CalTrain railroad tracks. Throughout the Old Quad, private preservation activities are underway, with improvements ranging from paint jobs to major rehabilitation efforts.

The City Council created an Historical and Landmarks Commission with responsibility for researching and reviewing significant sites, placing historical markers, and designating street names.

The City now reviews requests for demolition of identified historic structures to determine if preservation is possible instead of removal.

This Land Use element establishes Policies and Programs with regard to Historic Preservation, and hereby incorporates by reference the List of Designated Architecturally and/or Historically Significant Properties. In the future, it is anticipated that other structures in Santa Clara may be added to this list.

The List of Designated Architecturally and/or Historically Significant Properties is based on the 1981 City of Santa Clara Historic Survey, and has been updated to note those sites which have been rezoned to a Historic combining district designation. It also reflects the deletion of those structures that have been demolished, and the addition of properties that have been surveyed and found to be significant since the original 1981 survey.

Most of the properties identified as significant on the List are located in the Old Quad. It is recognized that significant changes to any one site within the Old Quad may have an impact on the historic character of this important area of Santa Clara.

On an ongoing basis, the Historical and Landmarks Commission evaluates this List for possible updates. Therefore, properties not currently included in this List but in close proximity to sites located in the Old Quad may also be subject to review by the Historical and Landmarks Commission. The review is for consistency with the historic character and neighborhood integrity of surrounding properties, prior to granting discretionary approvals for expansion, reconstruction or replacement. Specific areas of the Old Quad appropriate for referral to the Historical and Landmarks Commission are determined by the City Council.

The City maintains its status as a Certified Local Government agency (CLG) and benefits from related funding and State-supported educational classes and seminars. As a CLG, it is obligated to implement various standards for historic preservation, including having a Historical and Landmarks Commission and conducting environmental review of impacts to historic resources.

A Historic Conservation District Ordinance is currently under development. The proposed Ordinance would place an overlay zone on the "Old Quad" area of the city, provide for policies, procedures, and incentives for the maintenance and rehabilitation of

historic homes, and provide design guidelines for additions and new construction to ensure compatibility. This District would assist in ensuring preservation of block faces and areas within the historic Old Quad, while assisting owners of historic and contributing properties.

2.9 FLOOD HAZARD AREAS

Some areas of Santa Clara are potentially subject to flooding according to a Federal analysis of flood hazards. The Environmental Quality Element describes these areas and includes a "100 Year Flood Hazard Zone Diagram". The depth and hazard of flooding is limited and can be mitigated by elevating building pads. Except for the flood channels themselves, no areas in Santa Clara are unbuildable due to identified flooding potential.

2.10 SPECIFICALLY REGULATED BUSINESSES

The City's Zoning Ordinance and the City Code contain standards regarding the location and operation of specifically regulated businesses, such as adult bookstores and x-rated video or DVD arcades. These uses, which are protected to a certain extent by Federal law, are nevertheless subject to conditional approval in most areas of the City as a result of proximity of residential neighborhoods and schools. In order to avoid potential adverse impacts on surrounding properties, the City does not support the grouping of such uses in any one area or district.

2.11 NEIGHBORHOOD QUALITY STANDARDS

The City's residential neighborhoods were almost all developed with consistent standards for setback, height and design of building materials, as well as off-street parking areas. Residents of the community have asked for Policies and Programs to strongly encourage similarly consistent standards for maintenance of residential structures and landscaped yard areas visible from the public right-of-way.

Additions or redevelopment in single family neighborhoods will not be permitted if they are found to be significantly inconsistent with the nature of existing development (specifically bulk, height, and setback), Zoning Ordinance regulations, and/or adopted Design Guidelines.

2.12 DESIGN GUIDELINES

Through Architectural Review prior to issuance of Building Permits, the City ensures both a distinctive character and a high quality standard of development for structures and outdoor uses in all zoning districts in the City. The City has adopted Design Guidelines which aim to establish minimum standards for project design without discouraging quality innovation in individual project improvements. These Guidelines are reviewed for possible revision, from time to time, based on Architectural Review Committee, Planning Commission and City Council direction.

The Historical and Landmarks Commission's input regarding proposed changes to historic properties would be reflected in the Historic Conservation District Ordinance, currently under consideration.

The City will continue its street tree program throughout the City, with special recognition that the unique character of the Old Quad is heavily dependent on street trees in the parkway strips in this area. The City has developed a streetscape program for the Old Quad area. The City will continue to provide a gateway treatment of signs and landscaping at major entrances to Santa Clara.

2.13 ADVERTISING DEVICES

The City's Sign Ordinance within the Zoning Ordinance, as well as the City Code, regulate the placement and operation of on-site and off-site advertising devices. One objective of these regulations is to provide effective on-site identification of the location, name and/or type of enterprise for each public, commercial, industrial or multiple residential use without creating clutter. Sign clutter subjects the citizens of the City to excessive competition for their visual attention and reduces the effectiveness of all signs.

To protect the visibility of on-site advertising, the City prohibits new permanent off-site signs, as well as the expansion, relocation or realignment of existing billboards. As part of discretionary approvals of new uses or improvements on sites that contain billboards, the City will encourage removal of existing billboards.

The City reviews and updates its Ordinances and Guidelines, such as the Sign Ordinance and Design Guidelines so as to encourage maintenance and upgrading of advertising devices to current standards. Updates to Ordinances are intended to encourage the continued health and well being of the City's business economy, while maintaining a consistently high standard of quality for all structures visible from the public right of way.

2.14 GOALS

The Goals of the General Plan are reflected in the Land Use Element and the Land Use and Circulation Diagram. The Land Use Policies and Programs encourage implementation of those goals in the following categories: Residential, Commercial, Employment, Public, Special Hazards, Cultural Resources, Design, and Advertising.

The policies contained in the Land Use Element are intended to be compatible and consistent with policies in other elements of the General Plan: Housing, Transportation, Public Facilities and Services, and Environmental Quality. These policies in the Land Use Element are especially intended to guide interpretation of the Land Use and Circulation Diagram.

The Goals of the Land Use Element are to:

Promote the best use of land through protection of desirable existing uses, orderly development and consideration of the City's future needs while recognizing property owner rights. Emphasize the improvement of the social, economic and physical quality of Santa Clara. Continue to encourage the development of a sound and diverse economic base to support necessary public services. Encourage a stable employment demand corresponding to the City's labor characteristics. Work towards a sustainable combination of population and production. Cooperate with surrounding jurisdictions in seeking solutions to regional problems.

2.15 IMPLEMENTATION, POLICIES AND PROGRAMS

2.15.1 IMPLEMENTATION

For those programs which require initiating action following the adoption of this General Plan, the anticipated time period for implementation has been provided, followed by the lead department or other City Group responsible for implementation. Ongoing programs have been so identified, along with the responsible lead department or City group. Implementation will be monitored annually by the Planning Commission for compliance with Federal and State Law requirements.

DEFINITION OF CITY IMPLEMENTATION GROUPS

Arch. Comm.	-	Architectural Committee
Bldg. Div.	-	Building Inspection Division, Planning & Inspection Department
City Council	-	City Council
City Mgr.	-	City Manager's Office
Housing Div.	-	Community Services Division, Planning & Inspection Department
Fire Dept.	-	Fire Department
Historical Comm.	-	Historical and Landmarks Commission
Parks/Rec. Dept	-	Parks and Recreation Department
Planning Div.	-	Planning Division, Planning & Inspection Department
Planning Comm.	-	Planning Commission
Police Dept.	-	Police Department
Public Wks. Dept.	-	Public Works Department
Redev. Agency	-	Redevelopment Agency
Street Dept.	-	Street Department
Water/Sewer Dept.	-	Water and Sewer Utility Department

2.15.2 POLICIES AND PROGRAMS

Residential Policies

1. Preserve single family areas where designated by the General Plan.

2. In areas designated for higher density, new residential development will be encouraged when meeting criteria for compatibility with adjacent neighborhoods.
3. Encourage new ownership or rental housing in mixed use designations and near major transit services, where compatible with adjacent neighborhoods, especially ownership or rental. Mixed Use or Transit-Oriented Development housing should be oriented towards the thoroughfare, minimizing impacts on existing single family homes.
4. Encourage the annual construction of the number of housing units necessary to meet the City's regional housing needs determination, including housing for lower and moderate income households.
5. Strongly encourage Santa Clara University to increase the percentage of both graduate and undergraduate students living on campus or in University-owned dwellings.
6. Increase average densities in new multi-family residential or replacement residential developments.

Programs

- (i) Encourage upkeep and investment to maintain residential values.
(Ongoing, Planning Div., Housing Div., Bldg. Div., City Council)
- (ii) Protect designated single family neighborhoods from demolition or redevelopment that would eliminate single family homes and adversely affect the character of the area. (Ongoing, Planning Div., Planning Comm., City Council)
- (iii) Discourage or deny additions to or redevelopment of single family homes if the proposed change is significantly inconsistent with the nature of existing development (specifically massing, height, and setback), Zoning Ordinance regulations and/or adopted Design Guidelines. (Ongoing, Planning Div., Arch. Comm., Planning Comm., City Council)
- (iv) Administer design guidelines through Architectural Review to ensure quality and compatible residential construction. (Ongoing, Arch. Comm., Planning Comm.)
- (v) Designate sites suitable for future housing development. Encourage a balance of ownership housing and rental housing, including in Mixed Use developments. (Ongoing, Planning Div., Planning Comm., City Council)
- (vi) Encourage expansion of the University's residency requirements and its variety of housing types. (To be implemented 2002-2010, City Mgr., Planning Div., Planning Comm., City Council)
- (vii) Adopt minimum density standards for Multiple-Family residential zoned properties, and for Mixed Use, Transit-Oriented Mixed Use, and Gateway

Thoroughfare Mixed Use designated areas. (To be implemented 2002-2006, Planning Comm., City Council.

- (viii) Adopt zoning ordinance amendments to promote housing as part of any new development or reconstruction on mixed use general-planned sites. (To be implemented 2002-2006, Planning Div., Planning Comm., City Council)
- (ix) Prepare and adopt an Overlay Zone that would allow stand-alone residential and residential mixed use as permitted uses on sites designated for mixed use in the General Plan. (2002, Planning Div., Planning Comm., City Council)

Commercial Policies

- 7. New commercial development should not adversely affect the quality of the City's residential neighborhoods or designated historic areas.
- 8. Enhance the attractiveness and business growth of commercial uses along El Camino Real and Stevens Creek Boulevard while ensuring compatibility with adjacent and onsite residential uses.
- 9. Encourage a wide variety of retail and commercial services, such as restaurants and day care, in locations appropriate to the industrial area.
- 10. Support the continued development of a visitor economy in the Bayshore North area, including lodging, entertainment, recreation, retail and a lively urban character.
- 11. Protect and enhance the clustering of automotive dealerships on Stevens Creek Boulevard as a vital part of Santa Clara's economy.
- 12. Preserve convenience commercial uses in residential neighborhoods where appropriate.
- 13. Preclude Specifically Regulated Businesses from causing adverse impacts on surrounding properties and uses.

Programs

- (x) Upgrade public and private improvements and landscaping, and promote visual and functional improvements along El Camino Real and Stevens Creek Boulevard. (Ongoing, Public Wks. Dept., Planning Div., Arch. Comm., City Mgr., Planning Comm., City Council)
- (xi) Use surplus City property along El Camino Real to foster appropriate mixed use or residential redevelopment east of Scott Boulevard. (Continue implementation 2002-2006, City Mgr., Planning Div., Arch. Comm., Planning Comm., City Council.)
- (xii) Service stations shall be preserved where appropriate to be geographically

dispersed and most effective in meeting community demand in both residential and employment areas. (Ongoing, Planning Div., Planning Comm., City Council)

- (xiii) Require Conditional Use Permits for Specifically Regulated Businesses, and do not allow such uses to be grouped in any one area. (Ongoing, Planning Div., Planning Comm., City Council)

Employment Policies

14. Consideration shall be give to having employment generating developments contribute to the provision of housing.
15. Support minimal Heavy Industrial area to provide space for necessary community services.
16. Encourage maintenance of the low rise medium intensity character of electronics research and development buildings in Santa Clara's central industrial area.
17. Minimize traffic by concentrating higher density employment near major transit services.
18. Reduce the number of peak hour automobile trips by supporting increased services near employees.

Programs

- (xiv) Amend the Heavy Industrial zoning regulations to discourage office and other incompatible uses. Rezone excess heavy industrial properties for light industry. (To be implemented 2002-2006, Planning Div., Planning Comm., City Council.)
- (xv) Promote or encourage mixed use complexes near major transit services. (Ongoing, Planning Div., Planning Comm., City Council)

Public Policies

19. Develop the Bayshore North area as a long term financial resource for the City.

Programs

- (xvi) Retain ownership of City lands in the Bayshore North area. (Ongoing, City Mgr.)
- (xvii) Evaluate City land lease proposals for their consistency with General Plan policies and long term economic return. (Ongoing, City Mgr.)

Special Hazards Policies

20. Identify areas of special hazards and discourage uses with sensitive receptors from locating in close proximity.

Programs

- (xviii) Develop and maintain a map of Special Hazards Areas for use by applicants and decision-makers in making locational decisions for uses which include, or might include, sensitive receptors. (Ongoing, Planning Div.)

Historic Policies

21. Identify and formally recognize historically and architecturally significant properties, features and neighborhoods of contributing properties.
22. Encourage owners to rehabilitate and maintain historic properties. Consider adaptive reuse of historic structures as an alternative to demolition.

Programs

- (xix) Maintain, and update as necessary, the List of Historically Significant Properties and Heritage Trees. (Ongoing, Planning Div., Historical Comm., City Council)
- (xx) Review proposed changes to identified historically significant properties for appropriateness of design in relation to the existing structure and the historic character of the neighborhood. (Ongoing, Planning Div., Historical Comm., City Council.)
- (xxi) Strengthen the unique character of the Old Quad area with a continuing street tree program and special design guidelines which include standards for the streetscape in this area. (To be implemented 2002-2006, Street Dept., Planning Div., Historical Comm., Planning Comm., City Council, Arch. Comm.)

Cultural Resources Policies

23. Protect and preserve archaeological resources wherever possible.

Programs

- (xxii) Require all sub-surface excavation and/or grading projects in areas discovered or documented to be of high cultural resource value or culturally sensitive to conduct an archaeological assessment, intensive surface survey, and/or subsurface testing as part of the project planning efforts. Developers shall adhere to the adopted Monitoring and Mitigation Requirements/Conditions for Potentially Significant Archaeological Impacts.

Design Policies

24. Ensure a distinctive character and a high quality standard of development for structures and outdoor uses in all zoning districts in the City.

Programs

- (xxiii) Continue to implement appropriate design standards through Architectural Review prior to issuance of Building Permits. (Ongoing, Planning Div.,

Arch. Comm.)

- (xxiv) Enhance the gateway treatment of signs and landscaping at major entrances to Santa Clara. (Ongoing, Street Dept.)

**Advertising
Policies**

- 25. Maintain adequate sign exposure for local businesses and a quality community appearance through consistent sign regulations.

Programs

- (xxiv) Protect the visibility of on-site advertising, and encourage maintenance and upgrading of advertising devices to current standards. (Ongoing, Planning Div., Bldg. Div., Arch. Comm.)
- (xxv) Prohibit new permanent off-site signs as well as the expansion relocation, or realignment of existing billboards. (Ongoing, Planning Div., Planning Comm., City Council.)

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